

Envision San José 2040

General Plan Update

January 25, 2010

Task Force Meeting #32

City of San José



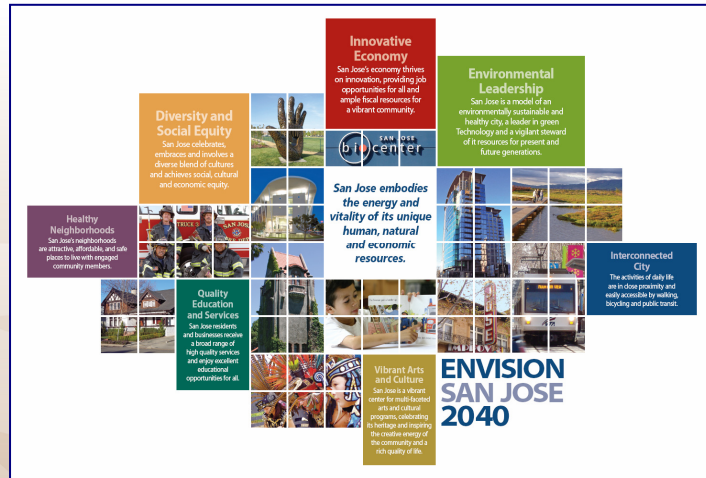
Agenda Item #4

Housing Development

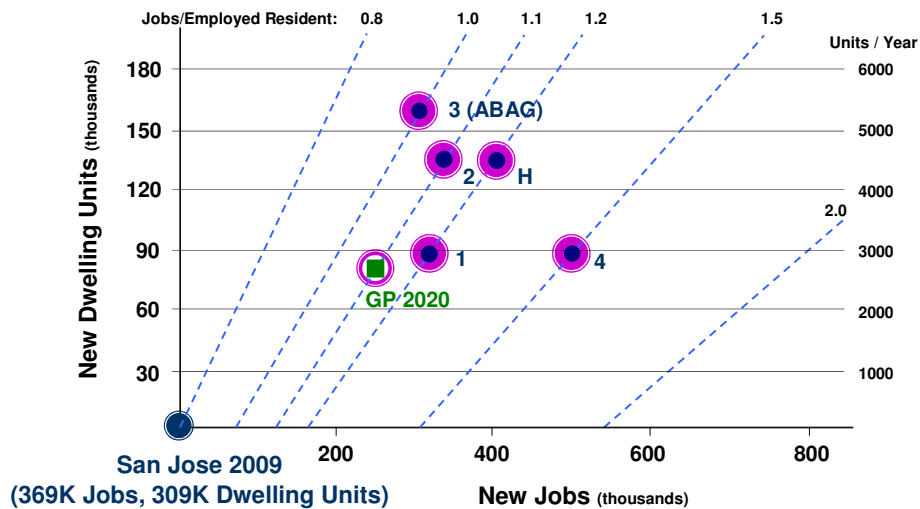
- a) Overview – Planning Issues
- b) Aligning with our Vision
- c) Proposed Goals, Policies, and Implementation Actions



Draft Vision



ENVISION SAN JOSE 2040 STUDY SCENARIOS



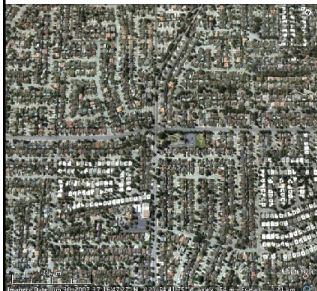
THE FORCES SHAPING SAN JOSE

land use environment demographics

January 25 2010 : Presentation to the Envision 2040 Task Force

Existing Land Use Pattern

live



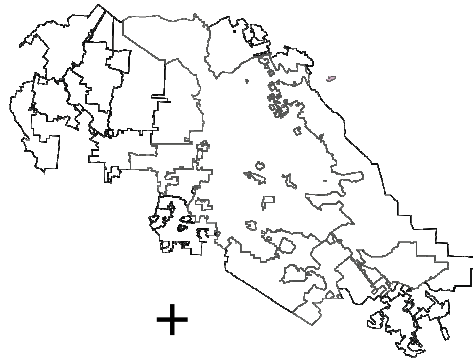
work



shop



Environment



40 million vehicle miles traveled
per day in Santa Clara County,
25% of the entire Bay Area's daily
passenger travel

35% of region's greenhouse gas
(GHG) emissions from
passenger cars/trucks

Source: Bay Area Air Quality Management District

Population Growth & Demographic Shifts

Δ470K new residents by 2040



Age group	Δ182K 65+	Δ111K 20-34	Δ86K 35-54	Δ65K 5-19
Age today	35+	unborn - 4	5-24	unborn

RESPONDING TO THE FORCES OF CHANGE

The Role of Housing

Housing Location is Important



unwalkable, auto-dependent,
separated land uses, inefficient,
fiscally & environmentally
unsustainable



human-scale, walkable, mixed-
uses, efficient land use,

Housing is a Key Placemaking Tool



Sonoma Mountain Village, Rohnert Park, CA

Accessible



Age & Family Friendly



Sustainable



Housing Density Supports Retail

Type of retail

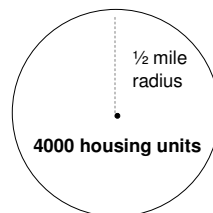
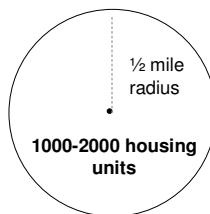
1 block Main St (30K sq ft)



Neighborhood Market



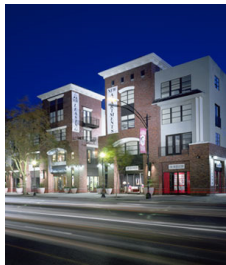
Density



Example



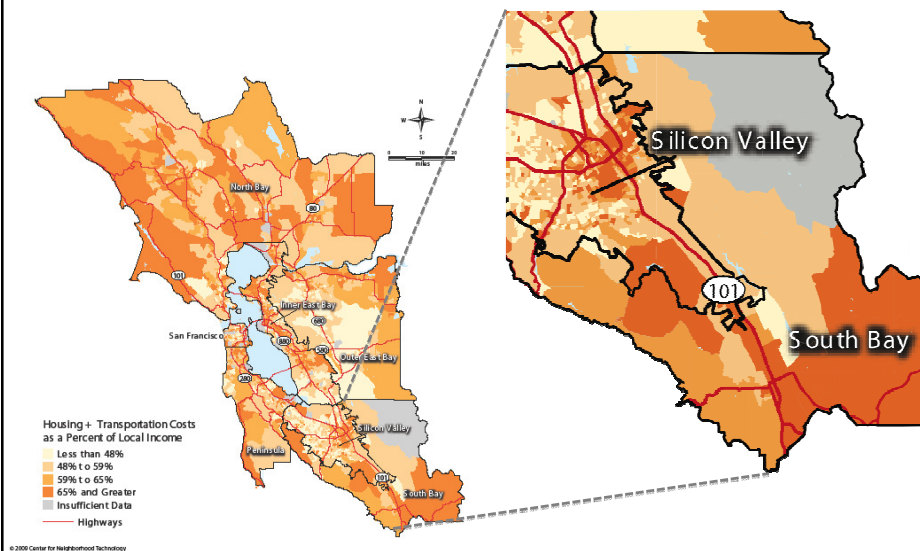
Housing Density Supports Transit Ridership



Success of Transit:

- TOD residents 5x more likely to ride transit
- More (residential and employment) development = more transit use
- More TOD (residential and employment) = more transit use
- Development of complete TOD (including retail and services)
- High-quality, urban design with emphasis on walkability

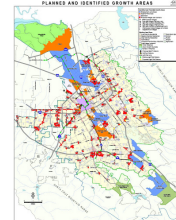
Auto Costs Impact Housing Affordability



Increase wealth and housing affordability by locating housing near transit, jobs, services; in infill areas; and in walkable communities

Housing Facilitates Creation of Equitable & Complete Communities

- Facilitate housing opportunities across incomes & special needs
- Create multi-generational communities that allow for aging in place
- Create complete communities that facilitate live, work, and play
- Link housing with services and amenities
- Update and align City dispersion policy with identified growth areas



Alignment with City Goals

- Envision 2040 goals
 - Interconnected City (1, 2, 3, 4, 5, 6, 8)
 - Innovative Economy (10, 12, 16)
 - Environmental Leadership (17, 19, 21)
 - Healthy Neighborhoods (22)
 - Quality Services (24, 27)
 - Diversity & Social Equity (30)
- Green Vision
 - Adopt a measureable General Plan
 - GHG reduction
 - VMT reduction
- Economic Development
 - Housing supports job growth
 - Housing is where workers sleep at night
 - Dense, mixed-use supports great places and neighborhood retail, keeps spending power local

Summary

- Housing developed in the right location at the right densities is key to planning for the structural changes that our City faces
- Residential development supports multiple City goals
 - Environmental: Reduction of VMT and greenhouse gases
 - Land use & Placemaking: Creation of walkable, bike-friendly villages, vibrant regional hubs, and complete communities
 - Demographics: Meeting the housing needs across incomes, preferences, and needs
 - Economic Development: Supports job growth across incomes
- Housing has both an economic value and a public purpose
 - Must continue to plan for both aspects

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Agenda Item #5

Public Comment



Agenda Item #6

Task Force Recommendations



Agenda Item #7

Announcements